# Common topics you can use

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### Tips on choosing your topics

- In order to create good content, there are 2 things that you need to take into consideration:

- **#1 Category**

  - you have to make sure your topic matches you and your customers' needs and interests

- **#2 Scope**

  - this refers to how much within a category you're going to cover
  - broad approach - you cover a wide range of related topics
  - narrow approach - you only focus on a few concepts

- If you feel like your market is saturated by other people writing about the same topic, take that as a sign that there is an established audience out there for this kind of content

- If nobody is covering the topics you want, that's not a good sign

- You can be unique in the way you write about these topics, but the topic itself doesn't have to be unique
- To get inspiration, search for your topic on Google and see what people are writing
- Subscribe to blogs in your industry and your competitors' newsletters